

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

TER3161 – ENTERPRISE RESOURCE PLANNING
(All sections / Groups)

28 OCTOBER 2017
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This examination paper consists of 4 pages including cover page.
2. Answer **ALL FIVE** questions.
3. All questions carry equal marks and the distribution of the marks for each question is given.
4. Write all your answers in the Answer Booklet.

Attempt ALL questions.

QUESTION 1 [10 marks]

- a) Illustrate the importance of Enterprise Resource Planning system to a company. [4 marks]
- b) In order to facilitate information sharing, the CEO decided to invest in an ERP system and customise the system accordingly. In your point of view, is this approach suitable? Give your reasons. [4 marks]
- c) ERP systems need on-going support to ensure the system does what it is supposed to do. Identify FOUR post-production supports for users. [2 marks]

QUESTION 2 [10 marks]

- a) Assume your company sells tickets to concerts and sporting events. Use a diagram to show all the flows of information between *Marketing and Sales* and *Accounting and Finance*. [3 marks]
- b) Assume you have just bought a new food processor and received a receipt for your purchase. Prepare a table to describe information provided in the receipt which is required by different business functions in the organisation. [4 marks]
- c) Assuming sales growth rate for the year 2018 will be 1.8%, use historical sales data for January to March 2017 to prepare the sales forecast for next year. The sales for March 2018 are expected to increase an additional 0.2% due to festive seasons. [3 marks]

Year 2017	Jan	Feb	Mar
Sales	6007	5954	5813

Continued.....

QUESTION 3 [10 marks]

- a) Compute the exposure to customer based on the following ledger.

Date	1 st October 2017
Product unit price	RM2.40
Current accounts receivable balance	RM12,000
Credit Limit	RM30,000
Order Quantity	115

[2 marks]

- b) Based on the following ledger, apply a credit limit check before approving credit application of Company ABC. Explain your result. [5 marks]

Date	15 th October 2017
Product unit price	RM2.40
Current accounts receivable balance	RM21,000
Credit Limit	RM30,000
Order Quantity	103
Payment received 8 th October	RM7,000

- c) In most ERP implementations, project teams are assembled by bringing together staff from the existing organisation, new hires and possibly external consultants. Demonstrate how training and teamwork may influence the success of the project. [3 marks]

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QUESTION 4 [10 marks]

- a) Describe the relationship between a company's CRM strategy and business strategy. [4 marks]
- b) Appraise why Software-as-a-Service (SaaS) is considered as another outsourcing option for organisations to implement ERP solutions. [2 marks]
- c) Compare costs between setting up an organisation's own ERP system and using a SaaS provider to deliver ERP software solutions. [4 marks]

QUESTION 5 [10 marks]

- a) Explain the effect of human factors on Business Process Re-engineering (BPR). [3 marks]
- b) Explain the role of consultants in the ERP life cycle. [4 marks]
- c) Effectively competing in high-volume e-commerce may be impossible without the infrastructure provided by Enterprise Resource Planning (ERP). Describe THREE benefits of e-commerce and ERP integration. [3 marks]

End of Paper